IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Michael Cristofalo et al.

Examiner: Mushfikh Alam Group Art Unit: 2623

Serial No : 09/852,229 Filed: May 8, 2001

Docket: 2050.065US1

Customer No.: 44367

Confirmation No.: 4955

Title:

TECHNIQUE FOR OPTIMIZING THE DELIVERYOF ADVERTISEMENTS

AND OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH

TRADEOFFS

PETITION FOR A TWO-MONTH EXTENSION OF TIME

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In accordance with the provision of 37 C.F.R § 1.136(a), it is respectfully requested that a two-month extension of time be granted in which to respond to the Office Action mailed May 29, 2008, said period of response being extended from August 29, 2008 to October 29, 2008.

Please charge Deposit Account No. 19-0743 in the amount of \$490,00 to cover the required extension fee. Please charge any additional fecs or credit overpayment to deposit Account No. 19-0743.

Respectfully submitted,

SCHWEGMAN, LUNDBERG & WOESSNER, P.A. P.O. Box 2938

Minneapolis, MN 55402

(408) 278-4058

10/29/2008 Date

ag H. Johansen Reg. No. 36,172

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 2-7 day of October, 2008

John D. Gustav-Wrathall Name Paralegal Schwegman, Lundberg & Woessner